



**Department of Management, Marketing and
Administrative Communication
College of Business & Technology**

Marketing

Marketing is increasingly the critical force driving today's successful business. Marketing is at the core of overall strategy for manufacturers, service companies, and not-for-profit institutions. Every successful organization recognizes an effective marketing program as a necessity for providing a high level of customer satisfaction and in turn the achievement of organizational goals. All organizations seek highly motivated, professionally educated marketing specialists to design and execute their customer driven marketing programs. This is your opportunity to become a member of the marketing team in an organization (industry) that truly interests you, such as: professional sports teams, lodging, travel, tourism, art institutes, entertainment, museums, health care, religious and human-services organizations, charitable institutions, music merchandising, and the traditional manufacturing and retail trades. Careers in marketing fields are expected to grow much faster than the average for all occupations according to U.S. Bureau of Labor Statistics. Of the many career paths chosen by business graduates, marketing is the single largest employment category in the U.S. labor force.

Marketing Management: Marketing manager (brand manager, business unit manager, VP marketing), advertising (copywriter, art director, advertising account manager, sales promotion, manager), retail management (department manager, buyer, store manager), and sales and sales management (sales trainee, sales representative, key account representative, sales manager, regional sales manager, sales executive). Entry level positions generally require a bachelor's degree and good communication and organizational skills. Salary range: \$24,000 for entry-level positions to more than \$100,000 for more advanced positions. Additional compensation in many of these positions may include a car, expense account, and bonuses based upon position and performance. Responsibilities vary significantly based on career position, but are generally challenging and exciting.

Music Marketing: Customer service manager, trade show representative, sales manager, music producer, record company producer. Salary range: \$24,000 to \$120,000. Responsibilities include handling all aspects of promotion, sales and production of music. The career path usually begins in sales and customer service and progresses to upper level management. Entry into the field requires a bachelor's degree and interest or talent in music.

PGA Golf Management: Assistant golf professional, head golf professional, general manager, director of golf, golf instructor, tournament administrations, rules official, golf club repair/fitting, sales representative. Salary range: \$24,000 to \$85,000. Responsibilities include all aspects of golf operations - customer service, golf car fleet management, golfer development, retail sales, buying and displaying merchandise, teaching, tournament operations, food and beverage management, golf club repair and fitting, and supervising a staff. The career path begins at entry level as an assistant golf professional in golf operations and progresses to facility management in a director of golf or general management position. Entry requires a bachelor's degree, PGA membership and good communication and organizational skills.

The Marketing Club: Affiliated with the American Marketing Association and open to marketing and other business students.

Suggested First Semester/First Year

BTO 100 Academic Orientation	1
MAT 107 College Algebra	3
PSY200 or SOC131 Intro PSY or SOC	3
Block IA ENG 101	3
Block VI Wellness	3
CIS212 or CSC104 Computer Literacy	3
Total Hours:	16

For More Information

Office of Admissions
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Eastern Kentucky University
521 Lancaster Avenue
Richmond, KY 40475-3102
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859-622-2106
www.eku.edu

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859-622-1377
www.management.eku.edu
www.management.eku.edu/faculty.html
www.management.eku.edu/patterson_scholarship.php
www.pgm.eku.edu

Students interested in a marketing major and who have a minimum ACT composite score of 24 and a high school minimum 3.0 cumulative grade point average may apply for the Opal and Kermit Patterson Scholarship that can be renewed annually. Applications may be obtained on the web or by calling 859-622-1377.



University requirements for: **Marketing (B.B.A.)**

Total Required Courses

University Requirements (1 hour)

BTO 100 (Academic Orientation).

General Education Requirements (33-36 hours)

Courses selected from Communication, Arts and Humanities, Natural Sciences, Social and Behavioral Sciences, Wellness, and Breadth and Depth of Knowledge.

College Requirement: Professional Skills Seminar

BTS 300 (Juniors) and BTS 400 (Seniors)

Supporting Course Requirements (15-18 hrs)

Calculus or College Algebra, Introductory Psychology or Sociology, Principles of Economics I and II, Computer Literacy, and Music Literature (Music Marketing option).

Business Requirements (33 hours)

(Pre-Business Core) Introduction to Financial and Managerial Accounting, Legal and Ethical Environments of Business, and Business Statistics I.

(Business Core) Managerial Reports, Management Information Systems, Business Finance I, Principles of Management, Operations Management, Principles of Marketing, and Business Strategy.

Major Requirements (27-41 hours)

Select from one of the following options:

Marketing Option: Consumer Behavior in Marketing, International Marketing, Marketing Research and Analysis, Management Science, 15 hours of approved marketing electives, and 3 hours of business electives.

Music Marketing Option: Intro to Music Industry I and II, Film Scoring, Survey of Music Industry I and II, Management Science, and 15 hours from Retailing, Services Marketing, Personal Selling, Cooperative Study in Marketing, International Marketing, Internet Marketing, or Small Business Management; plus 3 hours of business electives.

PGA Golf Management Option: Personal Selling, Cooperative Study in Marketing, Consumer Behavior in Marketing, Retailing Management, Intro to Golf Management, Intro to Golf Instruction, Golf Club Repair and Design/Swing Analysis, Golf Customer Relations Training & Development, Analysis of the Golf Swing, Golf Operations and Administration, Special Topics in PGM, Human Resource Management, Small Business Management, Management Science, Turfgrass Management, Problems of Golf Course Operation, and Food Service Organization and Management.

Free Electives (0-13 hours)

Total Curriculum Requirements (128-137 hrs)

EASTERN KENTUCKY UNIVERSITY

As you consider where you'll pursue your studies, Eastern Kentucky University encourages you to ask yourself, "What do I want to do with my life?" and "Who can help me reach that destination?"

Before we tell you about EKV, let's focus on your needs. What are you looking for in a college or university?

- Renowned, accessible professors; low student/faculty ratio
- State-of-the-art facilities
- Extensive curriculum
- Wide network of campus organizations
- Affordable cost
- Inviting campus

Achieving your goals depends on the quality of the faculty and curriculum at the school you choose to attend. Every college and university touts facilities, but few can match the accolades of our faculty. At EKV you'll reach beyond the borders of classroom discussion to hands-on experience and networking opportunities with experts in the field.

EKV graduates are world leaders in areas as diverse as international business and homeland security; local, state and national government; as well as drama and law. Campus facilities, such as the Studio for Academic Creativity, which is designed to enhance research, writing, and presentation skills, and our new state-of-the-art science building, ensure our students of exposure to technologies vital to real world success.

We hope you'll see that from our view there no limitations, just possibilities.

- A comprehensive, public university serving more than 16,000 students.
- Undergraduate and graduate excellence through 168 associate, baccalaureate, master's, specialist and cooperative doctoral programs.
- Quality and diversity in faculty and staff.
- Student/professor ratio of 17:1.
- 66-acre main campus in Richmond, regional campuses in Corbin, Danville, Lancaster and Manchester, and higher education centers throughout the Commonwealth.

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